

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

**TO:** Mr. M. Murphy  
**FROM:** Karen Eisen  
**SUBJECT:** Sampling Test Cigarettes

**DATE:** January 31, 1983

**cc:** J. Zoler

The Market Research Department will be conducting a consumer research project in the following malls beginning February 3rd and finishing up by the end of the month. For this test, approximately 75 smokers in each market will be intercepted and given one pack of cigarettes to smoke at home.

Based on your memo regarding the State regulations governing the distribution of sample 20's, the attached list of markets do not require physical tax stamping. If prior notification is required, please process the necessary documents.



Karen Eisen

KE/vm

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